

THE ORIGINAL

Moonbeams

BY COLONEL LITTLE
The Smallest Newspaper in the West

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Pre-Holiday Parties are getting ripe IN THE VALLEY OF THE MOON

Getting down to the home stretch—only two full weeks to go, with a couple of added days at either end. Local stores are well stocked, and you need not leave the Valley for a thing. Nor drive blocks to find a place to park. Make it a Shop at Home year.

The only business that makes money without advertising is the U. S. Mint. VALLEY WATCH REPAIR, Boyes. Gifts galore!

Now the Missus is involved in one of those newspaper puzzle contests. We tried one a while back, worked like a sonofagun for many weeks, and wound up with what the little boy shot at. No regrets, however, because we learned a lot. It was the final tie-breaker that got our goat.

PLAZA LIQUORS (next to B of A, Sonoma). Off-sale liquor, wine, beer, soft drinks. Hors d'ouvres. Pizzas. Snacks. Novelties.

New photograph shop is now open next to Boyes Variety store, and the young proprietor should do well. Other business developments: Parsons' Lumber new hardware store is about completed and will be in operation soon. John's Sewing Machine shop has new quarters—the store building near the highway and Hawthorne recently occupied by a restaurant.

Ed Delaney's new service station also is nearly completed, with the building now in use. A lot of blacktop was placed this week, and the whole installation is a decided improvement for the Boyes business district. Ruth Hendricks' new delivery truck now has signs—a beautiful model on one side to advertise her new Under Cover shop, the other side a Rustic Inn sign. The effect is good.

PLAZA FOUNTAIN, next to theater, Sonoma. Finest fountain service, tasty lunches and meals. Our own home-made pies.

LIONS MEET Tuesday night at Palms Inn. Final holiday plans to be completed—children's theater party, ladies' night.

PALMS INN, Verano. Home of the Lions. Wonderful food, always. Cocktail bar. Finest mixed drinks. Meet Carl and Jim.

Our undercover man informs us that the huge boulder which carried a bronze plaque, honoring Gen. "Fighting Joe" Hooker and located just above Agua Caliente, now is to be found at Frank Bartholomew's Buena Vista winery in Sonoma, with a Count Haraszthy plaque in place of the former one. The whole deal may have been legitimate, but we're pretty sure more people know about "Fighting Joe" than ever heard of Count Haraszthy. The public is entitled to a little more light on this situation.

CHRISTMAS GIFT HEADQTRS. A storeful of gifts, home and tree decorations, wrappings, cards. **RUGGLES VARIETY, Sonoma.**

Last chance to see a visiting pro football team comes next week when the Green Bay Packers will be housed at Mission Inn for the six days prior to their game with the 49ers. Chicago Bears were here earlier in the season. Let's get more of this kind of visitors in future years.

BOB'S CIGAR STORE, Sonoma (next to Hotz's). Give cigars, cigarettes, pipes, tobacco. Gifts that men appreciate!

Chef Cardini's Glen Ellen restaurant did an SRO business on Thanksgiving day, serving 560 persons and sending many potential guests to other eateries.

Local food dispensers all did well. Mendel's cafe was closed for Thanksgiving, but Wednesday evening was packed until closing time. Others reporting record business included Sonoma Grove, Lee's Chuck Wagon, El Dorado hotel, Palms inn, Mission inn and Paul's Resort. (And you'd be surprised how the customers are flocking to the Plaza Fountain for their famed prune whip chiffon pie.)

ELECTRONIC DRIVE-IN—TV and Radio—Specializing in Auto Radio. 736 West Napa St., Sonoma. Kraft and Castori. WE 8-4839.

Finally have concluded that Friday night should be our "night out" because of our loathing for Friday night TV—heavily loaded with crime, holdups, detective, outlaws, murders, robberies, thuggery, mystery and similar junk. And some westerns! It's a blank night for the Littles.

JOHN'S SEWING MACHINE SHOP. New location—18375 Hiway 12. Repairs, service, parts, all makes. Vacuum experts. WE 8-8152.

Ruth Hendricks of Rustic inn, Glen Ellen, has a 3rd anniversary celebration listed for tonight. Make it if you possibly can. Free eats are promised, and a style show, with live models from the Under Cover shop, will round out the program of the evening.

B & L LAUNDROMAT, on hiway, Fetters. Save time and money—wash, dry, iron, right here. Especially during the cold season.

So Elvis Pelvis is out with "White Christmas"—and there ought to be a law agin it. Seems like anybody can now get a record made, no matter how horrible a voice. Only man who knows how to sing "White Christmas" is Bing Crosby.

And the only singer who was really capable of singing "Silent Night" was Mme. Schumann-Heink, whose annual rendition became an American tradition.

RICHFIELD SERVICE, main corner, Boyes. Bud Delaney on duty. New station, almost completed. Better service than ever!

Those big winds common to the Southland are termed Santa Ana winds. They're not exactly nice. A friend tried to tell us they actually should be termed Santana winds and cited long-ago history in an attempt to prove it. But diligent study of dictionaries and encyclopedias fails to bring out any supporting evidence.

LEE'S CHUCK WAGON, Sonoma highway. Noted for prime ribs. Smorgasbord. Charcoal broiled steaks. Varied menu. Cocktails.

Two men stood in a hotel lobby in San Francisco following a convention and watched as two pretty girls met and kissed each other affectionately.

"There's another thing that is so unfair," remarked the first.

"What do you mean?" asked the second.

"Women doing men's work," came the reply.

BANCROFT NURSERY, Sonoma. See us for Christmas plants, corsages, cut flowers. Hospital deliveries—and for weddings, etc.

Did you see some of the big Christmas parades on TV, originating from the east? Rather wonderful, all of them. There was Bamberger's from Newark, Hudson's from Detroit, Macy's from New York. Hollywood used to stage a mammoth pre-Christmas parade but it seems to have been discontinued of recent years.

LAZY R & T SHOP, 412 First St. East, Sonoma. Storeful of gifts.

Some furniture. Tools. Machine saw filing. Let's get together!

Trying to stop this danged cold, it was suggested we try a mustard plaster in the area concerned, around the throat. It burned nicely, then we went to sleep in the big chair and woke up with what is almost a blister.

Once as a kid with a bad toothache (was even then scared of dentists), we told our mother we had a bellyache. So she got out a mustard plaster. Soon transferred it to the jaw, and the toothache was gone the next morning.

OUR RESORT, El Verano. Harvey and Melina on duty. Home of draft beer, and the Stein Club. But a good mixologist on duty!

Isn't it nice to find a master mechanic who knows his business and doesn't gyp you on charges? Happened to us last week. Panel-ray heater wasn't throwing any heat, but the man came over in answer to our cries for help and in a half hour the heater was performing as it never had before. Name on request.

SONOMA GOLF & COUNTRY CLUB, Arnold Drive. Famous for fine food. Clown Room. Delectable drinkables. A friendly place.

This isn't original with us, but it looks like a good idea.

We've got academies for army, navy and airforce. Why not an academy devoted to science, with adequately paid management and instructors? Surely in our present state it's up to us to step up science education, and this idea would seem to have plenty of incentive. Pick out the most promising students and give them the finest advanced instruction in the world.

BOYES SPRINGS FOOD CENTER. Holiday time calls for the finest in food—and that's what we stock, at low prices. Take-outs.

The big boys directing the Sonoma high school want us to vote (again) on a \$130,000 bond issue, the date being December 17. The same old claim is made that there must be a new library and more classrooms, citing potential increase in student population. Not proved.

With the federal budget expected to be upped next year, this would seem a good time for some retrenchment on a local level. The school men brush off with little consideration any talk about a junior high school to serve the upper Valley (a full-grown senior high would be the best answer), they have no faith in school unification. They almost openly oppose a 12-month school and will have nothing to do with a divided school day.

The bond issue has been beaten twice before, but they're back with it again. Let's beat the proposal so badly this time that it can be relegated to limbo for a while.

If any expansion of the high school must be bought and paid for, let's have the expansion out this way where the school population originates in large part. Vote on December 17, and VOTE NO!

JIM'S MEATS, at Boyes Springs Food Center. Everything you'll want for Sunday dinners, everyday needs, and the holiday season.

Bud Vise belongs to a local service club, but was served chicken so often he decided not to go to meetings for a while. He hates chicken. But, prevailed upon to get back in the group, after being told no chicken had been served for four months, he did just that. Lo and behold, the menu had chicken as its main dish.

EDSEL MOTOR CARS. Frank Gregory, 300 France St., Sonoma. G. K. Hardt associate. Phone WE 8-4031 for demonstration ride.

A bigwig in a labor union last week proposed a "freeze" on wage increase demands, saying it would tend to decrease the present inflationary trend. Did he get anywhere? Heck, no. He was slapped down immediately by his fellow "leaders" and probably we won't be hearing about a "freeze" for a time at least.

MAC DONALD'S JEWELRY, Sonoma. Expert watch-clock repair service. Watches, Rings, Bands, Jewelry, Shavers. The best, always.

We have frequent opportunity to scan the work of high school writers. The copy we have seen may be the exception, but it's too, too horrible. Worst spelling, composition and plain ineptitude ever seen. What DO they teach nowadays?

BUD'S GARAGE, corner Railroad & Cherry Sts. Guaranteed finest workmanship. Chevron Service Station. Phone WE 8-3971.

Television is weak as compared with radio in its presentation of news. But NBC and CBS do have a half hour of news at 6 p.m. We like the CBS version, but there are so many and never-changing commercials that we've switched to NBC, which isn't quite as bad. How do you rate 'em?

DENNY'S COG CLUB, Boyes. Gene, Bud or Denny will greet you. It's sportsmen's headquarters—hunters, fishermen, football fans.

Congress will be asked for about \$4 billion in foreign aid at its next session. Hope it gets cut in half—and then half again—and it might be acceptable. We wouldn't vote another nickel in foreign aid. Those babies ought to be able to take care of themselves by now, 12 years after the war ended.

SONOMA RUBBER STAMP SHOP. Your 3-line address stamp, \$2. Call WE 8-4160. We also have metal signs.

You're reading this little paper right now, and quite likely are finding it interesting. Did you ever stop to think how many others are doing the same thing. Your ad in Moonbeams will also be read just as avidly.

FRANK'S HARDWARE, Castner Bldg., Boyes. Gardening equipment. Household appliances. Giftware. Paints. Tools. Glass.

Big fashion show up at Chef Cardini's restaurant in Glen Ellen next Thursday, Dec. 12, beginning at 1 p.m. Better make your reservations early. After a typical Cardini lunch, guests will see a fashion show put on jointly by Lois' Dress shop, Sonoma, Eraldi's Men's shop, Sonoma and the Under Cover shop, Glen Ellen. A professional commentator will describe the costumes, and Mrs. Cardini will act as general hostess.

MISSION CHAPEL MORTUARY, Funeral Directors, Sonoma. James and Jack Bisso. Only home-owned and operated mortuary serving Sonoma Valley families. WE 8-3357.

Also on Thursday, Dec. 12, El Verano Improvement club holds its regular meeting. After January 1, meeting night will be the first Thursday of the month instead of the second. Next week you may expect practically a Christmas party, with entertainment, turkey with assorted trimmings and liquids, and a genuine good time.

EL, DORADO HOTEL, Sonoma. Splendid dinners—Italian and American. Bring your guests here for wonderful food and drinks.
SONOMA MILL & LUMBER CO., Hiway 12 at the big curve. Super service for contractors, carpenters, home owners, ranchers.

Of course pizzas don't have to be made with tomatoes, but most of them seem to be. Why? We have no use for tomatoes in any form—except as a green relish. We'll likely hear, almost immediately, that pizzas can be had sans tomatoes, that there are a score of variations—and we just might try 'em again.

MANCUSO WINES, Glen Ellen. Grower-produced. Available at every retail outlet. As good as the best, and better than most.

ADOBE DRUG (Ray S. Duer), 417 First St. W., Sonoma. WE 8-2971

Prescription Specialists

Veterinary Supplies

IT'S ALREADY BEEN PRINTED, SO WHY CAN'T WE?

Slim was about 5 feet 11. All rawhide and whipcord, he was so bowlegged he'd have a tough time catching a pig in an alley.

Now Slim didn't talk much, even with his friends, and with strangers he'd clam right up. If they were persistent, he would eventually come out with something that would shut them up.

We had shoved our beef steers into the loading pens and were waiting for the stock cars to be shunted onto the siding, when an easterner cornered Slim and started buzzing his ears off. I could see that all the easterner was getting was "Yep!" "Nope!" So I eased over to get it when it came.

I heard the easterner ask, "Why is it that you fellows are all bowlegged?"

Slim looked at him without a sign of a smile, and replied: "Well, when ah wuz a kid ah wet myhself. The old lady put me beside the stove to dry an' mah laigs warped."

There was a redfaced easterner walking away with no more questions.

VALLEY OF THE MOON CIGARS—Union label, handmade right here at home. Superior quality always. Most dealers have 'em.

CHEF CARDINI'S RESTAURANT, Glen Ellen. Formerly Town House. Continental cuisine. Finest foods in the Valley. Cocktails.

Says a local cynic: "The only reason a great many families don't own an elephant is that they never have been offered an elephant for \$1 down and \$1 a week."

MENDEL'S CAFE, Boyes Plaza. Bring your guests here—for the best in steaks, seafood, Spanish dishes. Cocktails, too!

FRIBERG DRUG STORE, So. Broadway, Sonoma. Prescription specialists. Time-Ex watches. A super drug store. Soda fountain.

Parson (meeting a neighbor bringing home a load of hay): "Wouldn't it be better if you attended services instead of working this day?"

Farmer: "To tell the truth, parson, I ain't figured out yet whether it would be best to sit on a load of hay and think of religion or to sit in church and think of hay."

MIKE & ROSE'S BOYES SPRINGS STORE. Special low prices last three days each week. Finest steaks in the Valley.

SONOMA MISSION INN, Boyes. Nationally known, noted for its splendid meals, excellent bar, luxurious accommodations.

A local retailer showed us figures the other day showing how an item selling in a foreign country for \$2 can jump in price to almost unbelievable figures by the time it gets to an American customer. The breakdown:

Manufacturer's regular selling price.....	\$ 2.00
Exporter adds on20
U. S. importer pays.....	2.20
Adds on duty, freight, etc.	1.10
Adds mark-up for servicing, warehousing, selling, profit, etc.	1.20
Sells to wholesaler at	4.50
Wholesaler adds on	1.50
Cost to retail store or department store	6.00
Retailer adds on	4.00 to 6.00
Cost to customer	\$10.00 to 12.00

PAUL'S OLD RANCHERO, Verano. Mighty good dinners. Banquets a specialty. Music Saturdays—Paul and Buff. Cocktails.

BATES & EVANS, Funeral Directors. 691 Broadway, Sonoma. Sonoma Valley's Pioneer Funeral Service firm. Serving families of all faiths since 1879. Webster 8-2686.

A salesman, held up in a small Wyoming town by a bad snow storm, wired his firm: "Stranded here due to storm. Wire instructions."

Back came the reply: "Start vacation immediately."

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FOUR CORNERS CAFE, So. Broadway. Steam Beer. Pizza in 12 varieties. Domestic and imported beer. Wine, too.

UNDER-COVER SHOP, Rustic Bldg., Glen Ellen. Lingerie, robes, imported blouses, nurses' uniforms, novelties. Reasonably priced.

So Congressman Hubert Scudder isn't going to run for reelection! The democrats have two good men already announced for the post—Clem Miller, who almost beat Scudder last time, and Hugh Coddington, Santa Rosa real estate developer. So far the republicans haven't come up with any noteworthy candidates.

SONOMA GROVE, Hiway 12 south of Boyes. Italian food a specialty. But also American—steak, poultry, roasts, seafood. Cocktails.

SLEEPING ROOMS in private home. Clean and quiet. 27 Patten St., Sonoma. Phone WE 8-2553. 6-21

About the best possible present you could buy for a relative or friend living down south or across the mountains to the east, or up in the northwest would be a year's subscription to Moonbeams. The cost is still \$1.29 a year (goes up January 1), and you'll be remembered for 52 whole weeks for your thoughtfulness. Why not try it out this year?

GLEN ELLEN LIQUOR STORE. "Slim" Wallace. On Arnold Drive. Varied stock—wines, beer, whiskies, liquors.

R. A. "BOB" MILLER — "Yours for Life"

Insurance Exclusively Next to Telephone Co., Sonoma

THE PRINTER: Without him tyrants and humbugs in all countries would have their own way. He is a friend of intelligence and thought . . . a friend of liberty . . . of freedom . . . of law . . . indeed the friend of every man who is a friend of order.

Of all inventions, of all discoveries in science and art . . . of all the great results in the wonderful progress of mechanical energy and skill . . . the printer is the only product of civilization necessary to the existence of free man.—Lois M. Hough.

VALLEY OF THE MOON CLEANING PLANT, Hwy. 12 in Boyes. All work done on premises. Fast service. Pickup. WE 8-5830.

LEE STARRETT, Masseur, at Bathhouse, Boyes. Massages, slenderizing. You'll look and feel better. Make it a habit.

A PROGRAM FOR THE SPRINGS AREA

A local chamber of commerce, devoted to Springs area promotion.

A bridge across Sonoma river, connecting Craig and Thompson.

Roadside turnout parks (we're 20 years behind) thruout the Valley.

Complete citywide paving, curbing, and sidewalks.

A name for Highway 12 suitable for our new city.

Traffic and parking control in the entire area.